

## ABSTRACT

An apparatus or system and a method for preventing automated commercial detection is comprised of a commercial transition localization device and a commercial transition modification device. The commercial transition localization device localizes all commercial transitions within a given video signal and supplies the information to the commercial transition modification device. The commercial transition modification device generates a new transition for each found original commercial transition, and replaces the original transitions with the new transitions. The new generated commercial transitions are designed in such a way that they are in general not detectable by automated commercial detection methods used by common commercial detection and elimination systems. For providing sufficient choices for covering a wide range of commercial transition needs, the new transitions may be generated by using the following three types of transition video frames, content-dependent, semi-content-dependent, and content-independent video frames. The system or method can further be enhanced with a feedback loop containing a performance testing procedure that determines if the generated new transitions are actually undetectable by one or more targeted automated commercial detection devices used by common commercial detection and elimination systems.